

Pay TV and Bundled Communication Services - US - September 2019

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This report looks at the following areas:

- The US Pay TV and bundled communications landscape
- Bundled services
- Pay TV behaviors
- Home internet behaviors
- Home internet and pay TV satisfaction

Consumers are increasingly cutting pay TV, but will still be heavily reliant on a high-quality internet connection. ISPs as well as mobile network providers are attempting to address shifting consumer needs by expanding their services to offer both home and mobile data connections to offset consumers transitioning to digital-based entertainment.

Live TV services will continue to play a significant role in household entertainment; however, it will face increasing competition from an expanding variety of devices and entertainment options.



"The pay TV and bundled communications industry in the US is in the midst of dynamic changes due to fundamental shifts in consumer entertainment behaviors. In addition to pay TV, household entertainment can include gaming, internet browsing and video streaming services. As such, consumer priorities have shifted toward high-quality internet as opposed to attractive TV channel packages."

**Buddy Lo, Senior
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- Consumer survey data
- Consumer qualitative research
- Marketing creative
- Abbreviations and terms
- Abbreviations
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